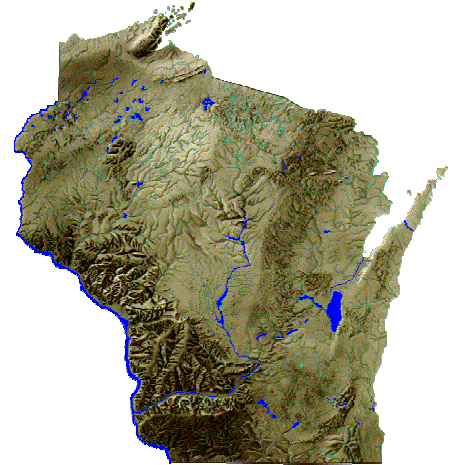


WISCONSIN ECONOMIC PROFILE

RANKINGS

25 th in land area (sq.mi.) (2000)	54,310
15 th in total railroad miles (mi.) (2002)	3,646
3 rd in total water surface (sq.mi.) ²⁴	11,186
18 th in total population (2000)	5,363,675
25 th in population density, pop. per sq. mi., (2000) ²⁴	98.8
20 th in gross state product (2000)	\$173,478,000,000
10 th in mfg. employment (2001)	603,200
3 rd in mfg. jobs as percent of non-farm jobs (2002) ²⁶	20%
19 th in total personal income (2000)	\$150,962,502,000
11 th in safety, # crimes per 100,000 pop., (1999) ²⁴	3,296
9 th in new mfg. capital exp. (1997) ²⁵	\$3,985,700,000
10 th in value added by mfg. (1997) ²⁵	\$53,618,800,000
11 th in value of mfg. shpts. (1997) ²⁵	\$117,382,992,000
9 th in agricultural receipts (1997) ²⁵	\$5,579,861,000
18 th in retail sales (1997) ²⁴	\$50,520,000,000



POPULATION²

1980 population: 4,705,767	Percent of U.S.: 2.07	Age Composition by Sex 2000 1990				
1990 population: 4,891,769	Percent of U.S.: 1.96					
2000 population: 5,363,675	Percent of U.S.: 1.90	Ages	Males	Females	Males	Females
		0-19	791,324	759,279	736,125	701,784
1980-1990 percent change: 4.0%	U.S.: 9.8%	20-44	850,171	851,858	954,672	955,559
1990-2000 percent change: 9.7%	U.S.: 13.2%	45-64	430,270	458,668	437,283	455,125
Net migration 1980-1990:	-126,330	65+	233,662	330,535	264,855	386,366
Net migration 1990-2002	+228,219	Totals	2,305,427	2,400,340	2,392,935	2,498,834
1980 Density per sq.mi.: 83.8	U.S. avg.: 64.0					
1990 Density per sq.mi.: 87.1	U.S. avg.: 70.3					
2000 Density per sq.mi.: 98.8	U.S. avg.: 75.7					

Population of 20 Major Places in Wisconsin

	<u>4/1/00*</u>	<u>Percent Change 1990-2000</u>		<u>4/1/00*</u>	<u>Percent Change 1990-2000</u>
Milwaukee	596,974	-5.0	Janesville	59,498	14.1
Madison	208,054	8.8	La Crosse	51,818	1.6
Green Bay	102,313	6.1	Sheboygan	50,792	2.2
Kenosha	90,352	12.4	Wauwatosa	47,271	-4.2
Racine	81,855	-2.9	Fond du Lac	42,203	11.8
Appleton	70,087	6.7	Brookfield	38,469	9.8
Waukesha	64,825	13.8	Wausau	38,426	3.6
Oshkosh	62,916	14.4	New Berlin	38,220	12.1
Eau Claire	61,704	8.5	Beloit	35,775	0.6
West Allis	61,254	-3.1	Greenfield	35,476	6.2

* Note: US Census Bureau, Census 2000 Summary File (Table PL-1)

EMPLOYMENT AND INCOME

Employment Covered by Unemployment Compensation³ 1997 Annual Averages

Major Sector	Employ.	Weekly Wage	# Of Establish.
Agri., Forest, Fish.	27,378	\$361.23	2,991
Mining	2,869	697.59	173
Construction	117,945	612.77	14,969
Manufacturing	617,120	655.18	10,929
Trans., Comnty., Util.	119,725	571.91	6,914
Wholesale Trade	134,908	627.54	12,751
Retail Trade	476,437	252.08	28,598
Finan., Ins., Real Est.	139,680	603.81	11,060
Services	639,129	434.95	43,186
Government	353,014	614.69	6,940
Total	2,628,576	\$510.56	138,649

Personal Income, 1998²⁴

Wisconsin:	\$133,678,000,000
Percent of U.S.:	1.8%

Personal Income Per Capita, 1997²⁴

Wisconsin:	\$24,199
U.S. Avg.:	\$25,298

Percentage of Population Below Poverty

Level of Income, 1997²⁴

Wisconsin:	8.2%
U.S. avg.:	13.8%

Three Largest Sectors in Terms of Income, 1997⁴

Manufacturing	\$25,157,000,000
Services	\$20,477,000,000
Government	\$11,734,000,000

INFRASTRUCTURE⁵

Education⁶

Graduation rate (1996-7)	91.1%
U.S. avg.:	91.7%

ACT college entrance scores (2002): 22.2*

(*Wisconsin ranks 1st in nation for sixth year!)

U.S. avg.: 20.8

Educational Attainment (2000) ²⁷	WI	US
High School graduate or more (%)	88.0%	82.8%
Bachelor's degree or more (%)	22.3%	24.4%

WI Comprehensive Test of Basic Skills, 1996-97 (Average Percentile Score)

Subject ⁵	4th	8th	10th
Math	63	64	71
Reading	67	67	67
Language	62	60	63
U.S. Average	50	50	50

Transportation⁷

Motor vehicle:	110,000 miles of roads
	12,000 miles of state highways
	640 miles of Interstate highway
	98,000 miles of locally-owned roads
	53 public-bus and shared ride systems
Rail:	3,904 miles of track
	14 operating railroads
Air:	104 publicly-owned airports
	12 scheduled air carrier airports
Water:	4 ports on Lake Superior
	8 ports on Lake Michigan
	6 ports on Mississippi River

NATURAL RESOURCES

FORESTRY 1996¹⁰

Area in forest (1996): 15,964,800 acres

Percent of land area: 46%

Major Species	Growing Stock ⁸	1996 Sawlogs ⁹	Timber Removals ⁸
Pine	2,298,385	8,702,438	66,346

OTHER

softwoods	2,119,123	5,910,066	13,506
Oak	3,316,158	10,923,688	64,700
Maple	4,060,886	8,421,595	50,645
Aspen	2,481,918	5,330,109	123,644
Other hardwoods	4,196,685	8,732,511	54,645

MINING 2000¹¹

<u>Value of Shipments (millions)</u>	<u>% of U.S.</u>	<u># of Employees</u>
\$372.0	0.9	2,700
\$137.0	1.6	n/a
\$11.7	17.4	n/a
\$172.0	2.9	n/a

NATURAL RESOURCES (continued)

Agriculture 1997 ¹²			Tourism ¹³	
	<u>Wisconsin</u>	<u>U.S.</u>	Total area (acres)	35,937,520
Number of farms	79,000	2,059,000	Shoreline (miles) Great Lakes	820
Land in farms (acres)	16,800,000	968,000,000	Mississippi River	230
Average farm size (acres)	213	470	Total number of lakes	14,927
Average value of land			Lakes with public access	3,295
and buildings per acre	\$1,350	\$1,000	Total area of named lakes (acres)	970,869
			National forests (number)	2
			States forests (number)	10
			State parks (number)	55
			County parks (number)	568
			Total public recreation	
			land available (acres)	6,186,161
			Federal	1,647,161
			State	1,130,358
			County	2,294,000
			Other	1,114,000
			Water Related Recreation Areas and Facilities	
			Fishing:	panfish, perch, bass, chubs, smelt,
				salmon, trout, walleyes, whitefish, northern pike,
				muskellunge
			Trout streams (number):	2,254 (miles): 8,690
			Bass streams (number):	294 (miles): 3,154
			Canoeing (number of landings)	4,600
			Swimming (number of areas)	1,500
			Land Related Areas and Facilities	
			Public hunting lands (acres)	3,000,000
			Camping (number of camp sites)	60,000
			Hiking trails (miles)	3,597
			Bicycle trails (miles)	601
			Golfing (number of courses)	404
			Downhill skiing (number of areas)	64
			Cross country skiing (miles)	3,589
			Snowmobile trails (miles)	15,210

Cash Marketings²⁸

	<u>1997</u>	<u>Percent</u>
<u>Major Groups</u>	<u>Wisconsin</u>	<u>of U.S.</u>
Dairy products	\$2,948,196,000	14.0
Meat animals	813,084,000	1.6
Poultry and eggs	242,328,000	1.3
Field crops	961,565,000	1.1
Vegetables	368,262,000	4.0
Specialty crops	421,315,000	3.4
Total	\$5,754,750,000	3.2

MANUFACTURING

Manufacturing Output ¹⁴			Largest Manufacturing Industries by Employment ¹⁵			
	<u>1995</u>	<u>Percent</u>		<u>1995</u>	<u>No.</u>	<u>Employ.</u>
	<u>Wisconsin</u>	<u>of U.S.</u>	<u>Industry</u>	<u>Employ.</u>	<u>Estab.</u>	<u>Per</u>
# of production workers	422,000	3.5%	Non-electrical machinery	111,831	2,174	51
Annual wages of			Food and kindred prod.	66,195	883	75
production workers	\$11,131,300,000	3.5%	Fabricated metals	63,626	1,096	58
Average hourly wage	\$11.85	103.40	Printing & publishing	53,089	1,521	35
Value added in manuf.	\$50,988,900,000	2.98%	Paper & allied products	52,152	289	180
Value of shipments in			Electrical equipment	45,242	404	112
manufacturing	\$109,593,100,000	3.05%	Rubber & miscellaneous			
Value of exports			plastics products	36,184	522	69
in manufacturing	\$10,508,412,776	NA	Lumber/Wood products	30,134	1,293	23
(2000)						

MANUFACTURING (continued)

Ten Largest Manufacturing Employers (by employees)¹⁶ 1997

Firm	Employment Range	Locations	Product(s)
Quad Graphics	6,000 - 9,999	Hartford, Lomira, New Berlin, Sussex, West Allis	Commercial Printing, - Magazines and Catalogs
Kohler Corp.	6,000-9,999	Kohler	Plumbing fixtures, internal combustion engines, generators
Phillip Morris	6,000 - 9,999	Various	Branded Foods and Beverages, Tobacco Products,
Kimberly-Clark Corp.	6,000 - 9,999	Appleton, Neenah, Whiting	Pulp, paper, paper products
Rockwell International	4,000 - 5,999	Milwaukee	Control and Power Systems
GE Medical Systems	4,000 - 5,999	Wauwatosa	Healthcare Equipment and Software
GM Janesville	4,000 - 5,999	Janesville	Automobiles and parts
Georgia-Pacific Corp.	4,000 - 5,999	Green Bay	Pulp, paper, tissue, packaging, Building products, and Related chemicals
Harley Davidson Inc.	3,000 - 4,999	Milwaukee	Motorcycles, Motorclothes Merchandise, motor accessories
Briggs & Stratton Corp.	3,000- 4,999	Wauwatosa	Power Equipment, Mowers, Generators, Washer machines

Construction and Housing¹⁷

	Wisconsin 1997	Percent of U.S.
Value of all construction contracts	\$9,444,299,607	1.8
Value of residential contracts, 1997	\$3,515,168,314	2.1
Number of new housing units started, (1stQ-97)	4,800	2.29
Median existing home prices, First Quarter 1997	\$98,700	85.9
Number of sales of existing homes, 1996	97,400	2.39
Housing Affordability Index (HAI), First Quarter 1997	162.1	129.63
<i>(HAI=Percentage of a median priced home that a median income family can afford, i.e., WI homeowners can afford a median home that is 124.6 % of nation's median price home, assuming 20% down, and principal and interest equals 25% of family's gross monthly income).</i>		

SERVICE INDUSTRIES¹⁸
1997¹⁹

Number of establishments	46,857
Total receipts	\$34,739,984,611
Percent of U.S.	1.2 %
Accommodation & Foodservices:	
Number of establishments	13,253
Receipts	\$5,649,870,000
Percent of U.S.	1.1 %
Arts, entertainment & recreation:	
Number of establishments	1,802
Receipts	\$1,704,355,000
Percent of U.S.	1.6 %

SERVICE SECTOR (continued)

Wholesale Trade ²⁰ - 1997			Retail Trade ²¹ - 1997		
Number of establishments (1999) ³	12,770		Number of establishments (1999) ³	28,600	
1997 Sales	\$57,192,863,000		1997 Sales	\$50,520,463,000	
Percent of U.S.	1.40		Percent of U.S.	2.05	
		Percent			Percent
<u>Sales by type of business</u>	<u>1992</u>	<u>of U.S.</u>	<u>Sales by type of business</u>	<u>1992</u>	<u>of U.S.</u>
Merchant wholesalers	\$29,189,074,000	1.57	General merchandise	\$3,988,671,000	1.62
Manufacturers' sales			Foods	6,579,648,000	1.78
branches & offices	13,366,115,000	1.28	Automotive	6,998,088,000	1.77
Agents, brokers, and			Gas stations	3,188,009,000	2.37
commission merchants	5,042,743,000	1.43	Eating & drinking places	3,668,310,000	2.22
			Apparel	1,431,410,000	1.41
			Home Furnishings	1,782,603,000	1.91
			Drug stores	1,229,629,000	1.59
			Other retail	3,264,982,000	1.97

Ten Largest Non-Manufacturing Employers (by number of employees)²² - 1997

Firm	Employment Range	Location	Type of Business
Aurora Health Care Inc.	>20,000	Various	Health Services
Wisconsin Electric Corp.	6,000 - 9,999	Wisconsin	Electricity and Power services
Ameritech	6,000 - 9,999	Milwaukee	Local and Long Distance Communication Services
Marshall & Ilsey Corp.	6,000 - 9,999	Statewide	Financial Services
Kohls Corp.	6,000 - 9,999	Statewide	Retailer
Wisconsin Energy Corp.	6,000 - 9,999	Milwaukee	Utility, Non-utility and Manufacturing Services
Lands' End Inc.	6,000 - 9,999	Dodgeville	Retail Merchandise
Metavante Corporation	5,000 - 6,999	Milwaukee	Financial Technology Services
			Wealth Management, Private label
			Banking, Electronic banking
Copps Food Company	5,000 - 6,999	Various	Grocery Distribution and Stores
Roundy's Inc.	4,500 - 4,999	Pewaukee	Perishable and Non-Perishable Foods

FOOTNOTES

- 1 U.S. Travel Data Center estimates based upon travel 100 miles or more away from home or overnight trips with one or more nights in paid accommodations. A state study estimates expenditures of \$6.3 billion for all travelers.
- 2 1990 Census of Population, U.S. Department of Commerce, Bureau of the Census.
- 3 Wisconsin Department of Industry, Labor, and Human Relations, Employment and Wages Covered by Wisconsin's U.C. Law, Table 209.
- 4 U.S. Department of Commerce, Bureau of Economic Analysis, and Statistical Abstract of the U.S.
- 5 50 is national average percentile score for all subjects in the basic skills tests.
- 6 U.S. Department of Commerce, Statistical Abstract of the United States and Wisconsin Department of Public Instruction.
- 7 Wisconsin Department of Administration, State of Wisconsin Blue Book, 1993-1994.
- 8 In 1,000 cubic feet.
- 9 In 1,000 broad feet.
- 10 U.S. Forest Service, Wisconsin Forest Statistics, 1987.
- 11 US Geological Survey Minerals Yearbook - 2000.
- 12 Wisconsin Department of Agriculture, Trade, and Consumer Protection, Wisconsin 1994 Agricultural Statistics, and U.S. Department of Commerce, Statistical Abstract of the United States.
- 13 Wisconsin Department of Natural Resources, Bureau of Planning, State Comprehensive Outdoor Recreation Plan and unpublished data.
- 14 U.S. Department of Commerce, Census of Manufacturers.
- 15 Wisconsin Department of Industry, Labor, and Human Relations, Table 210.
- 16 Wisconsin Department of Industry, Labor, and Human Relations records.
- 17 U.S. Department of Commerce, Statistical Abstract of the United States and the Wisconsin Realtors Association.
- 18 U.S. Department of Commerce, Census of Service Industries, 1992.
- 19 Excluding sole proprietorships.
- 20 U.S. Department of Commerce, Census of Wholesale Trade, 1997, released in 2000.
- 21 U.S. Department of Commerce, Census of Retail Trade, 1997, released in 2000.
- 22 Wisconsin Department of Industry, Labor, and Human Relations.
- 23 US Corps of Engineers, National Data Center, Waterborne Commerce Statistics Center.
- 24 State and Metropolitan Area Data Book, 2000, US Department of Commerce, April 2001.
- 25 Annual Survey of Manufacturers, Geographic Area Statistics, M96(AS)3, Bureau of Census, US Dept. of Commerce.
- 26 US Bureau of Labor Statistics, BLS790, June, 2002
- 27 Educational Attainment in the US, March 1998, US Census Bureau, Sept. 16, 1998
- 28 Crop Values, 1997 Summary, USDA, NASS, Feb. 1998

RESOURCES

Wisconsin's economic vitality is a direct result of its **diversified economy**. This diversification is made possible by the vast supply of resources in Wisconsin. Among Wisconsin's natural resources are large forests and rich, fertile soils. Approximately 41 percent of Wisconsin's land area is devoted to agricultural activities while another 37 percent is covered by forests. With over 14,000 lakes and 820 miles of shoreline on the Great Lakes, Wisconsin also has plentiful water resources, which are now recognized as important to many production processes.

Among Wisconsin's most important **man-made resources** are the transportation and education systems. The state has a well-engineered and well-maintained highway system from interstate freeways to its county trunk roads. Wisconsin also has over six thousand miles of operating railroads that connect suppliers with important national markets. There are also 21 waterports located on both Lake Superior and Lake Michigan to transport Wisconsin products to international markets. Finally, the state has 14 airports with regularly scheduled air carrier service.

Wisconsin's **educational system**, including primary, secondary, and post-secondary schooling, ranks among the finest in the country. Each year, students in primary and secondary grades outperform the national averages in standardized tests. The university and vocational systems are also highly regarded. The University of Wisconsin-Madison is considered a world-class institution, rated among the finest in the U.S.

Wisconsin is also the home of **skilled and dependable labor**. The state consistently ranks among the states with the fewest man-hours lost to strikes, weather, and health. The high quality of labor can be traced to Wisconsin's renowned high quality of life. This reputation has been earned from Wisconsin's achievements in educational performance, crime reduction, and poverty alleviation.

ECONOMIC SECTORS

Evolution of the state's large manufacturing sector began in the 19th century in response to the growing needs of mid-western forestry, mining, and agriculture. Milwaukee emerged as the major center for the production of non-electrical machinery industry in Wisconsin.

The state leads the nation in production of small horse-powered gasoline engines, power cranes, shovel hoists, mining machinery, and other types of industrial equipment. Other industry groups that have grown to national prominence include electrical machinery and equipment, transportation equipment, fabricated metals, paper and allied products, printing, plastic products, and food processing. Manufacturing activity is concentrated largely in the southeastern and east-central regions of the state.

Northern Wisconsin, however, retains the majority of forestry-based manufacturing plants.

Currently, the **manufacturing sector** provides approximately 630,800 jobs in Wisconsin, the second-largest of any industrial sector. The manufacturing sector is also strong in terms of income generation, contributing 20 percent of Wisconsin's personal income. Between 1984 and 1994, Wisconsin has increased its share of national manufacturing employment.

Agriculture is another major component of Wisconsin's economy. Cash receipts from farm marketing totaled \$5.4 billion in 1993 (this excludes production that remains on the farm). Dairy products provide 60 percent of the income received by state farmers. Long known as "America's Dairyland," Wisconsin is the national leader in the production of milk, cheese, butter, and many dry and condensed milk products. A second source of farm income, roughly 20 percent, is from the sale of cattle, calves, hogs, poultry, eggs, and other livestock. A third source of farm income is cash crops, including vegetables for processing. The state usually leads the nation in the production of sweet corn, green peas, snap beans, beets, and cabbage for kraut. The state is also a large producer of cranberries, lima beans, cucumbers for pickles, and potatoes.

Besides its industry, **Wisconsin is popular as a vacationland**. Endowed with many lakes, streams, forests, and places of natural beauty and historic interest, the state is ideal for recreation and tourism. With the growing popularity of skiing and snowmobiling, outdoor recreation is a year-round activity. According to the 1993 Wisconsin tourism economic impact study, tourism generated \$939 million in state and local revenues.

The remaining economic sectors are mining, construction, and trade; transportation, communication, and public utilities; and finance, services, and government. These sectors account for nearly 70 percent of all Wisconsin jobs. The fastest-growing sectors in recent years are the trade, financing, and service sector. Within these three sectors, business services employment is the fastest-growing industry, while medical services and eating and drinking establishments provide the greatest number of jobs.